



NAVAL SUPPLY SYSTEMS
COMMAND

Supply Corps O-6 Select Conference

A perspective on our Strategic Plan and Branding Initiative

...and why you should care!

***Ready. Resourceful.
Responsive!***



RADM J. D. McCarthy
Commander, Naval Supply Systems
Command

November 29, 2001

Discussion overview

- ◇ **What's happening to change our environment?**
- ◇ **The NAVSUP Strategic Plan**
 - ◇ ***The process***
 - ◇ ***The results***
- ◇ **Our branding initiative (why...?)**



***What's happening
out there?***

You tell me!



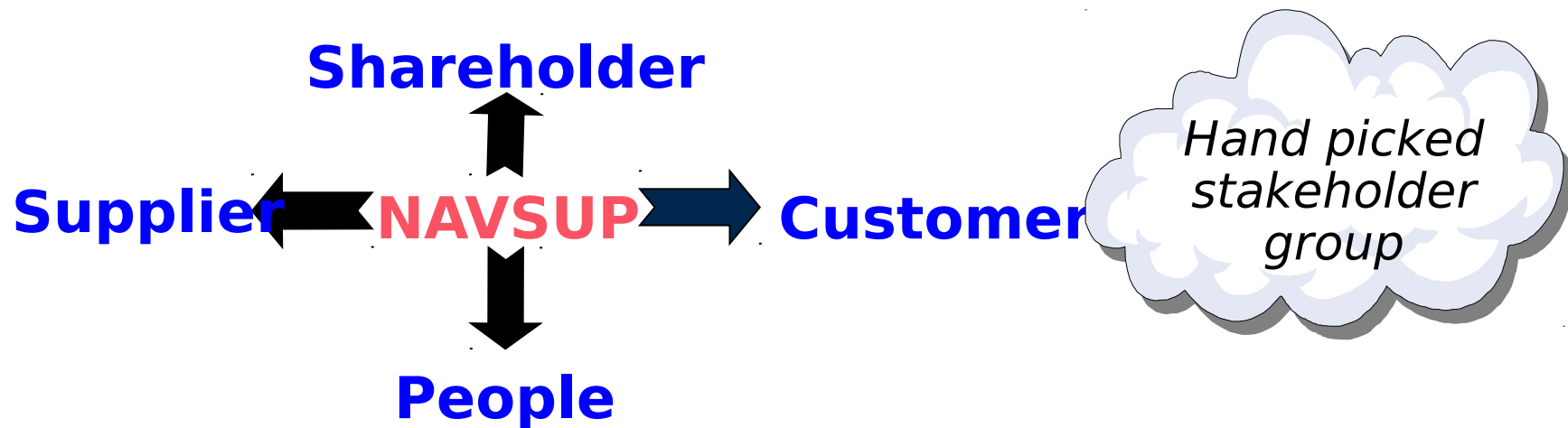
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What's happening out there?

- ***Technology explosion***
 - ***Commercial sector logistics capability expansion***
 - ***Diminishing industrial base***
 - ***Move toward jointness***
 - ***Demand for reduced logistics footprint***
 - ***Demand for increased responsiveness and agility***
 - ***Changing/aging workforce***
 - ***Changing Naval force employment***
 - ***Reduced crew size***
 - ***Reduced...***
- It's a new world out there... or is it***

Stakeholders Advisory Group

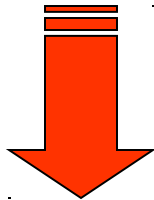
- ◆ Provide 360 degree assessment



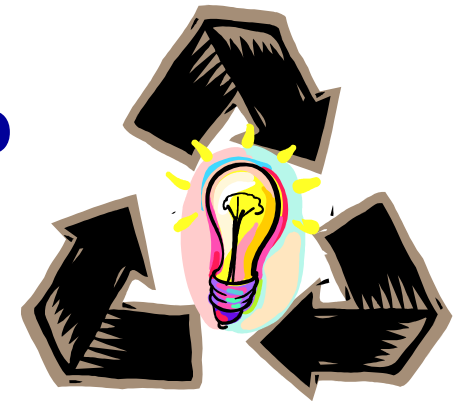
- ◆ Address three principle issues:
 - ◆ How are we doing today?
 - ◆ What does the environment look like 10-15 years out?
 - ◆ How are we positioned to deal with that future?

The process

Stakeholders advisory group
Corporate focus (6-8 AUG)



Identify issues

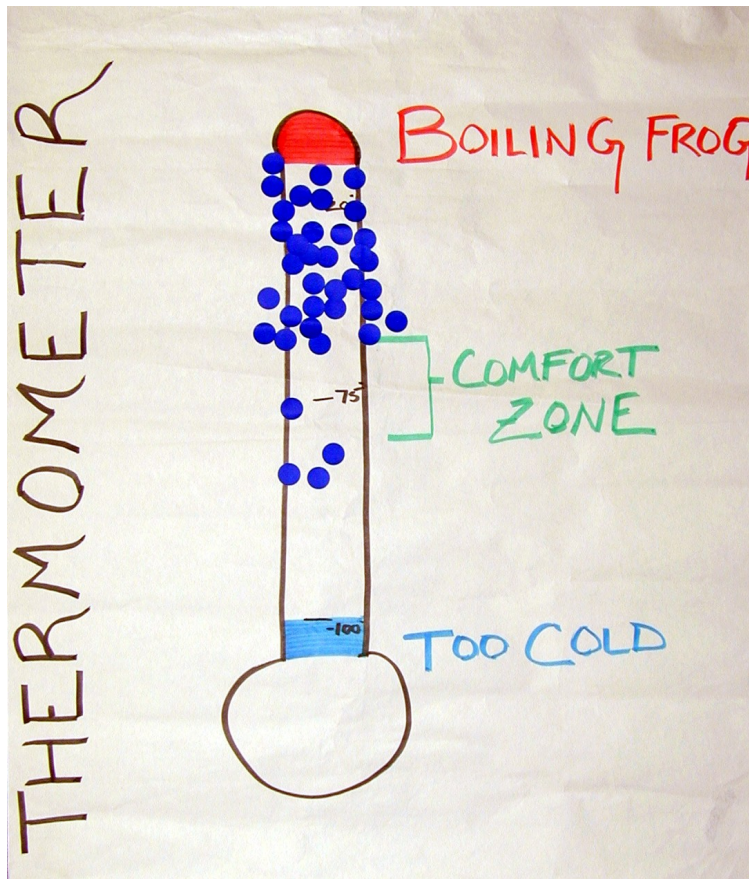


Iterative process

**Business Planning Conference (27-29
AUG)**

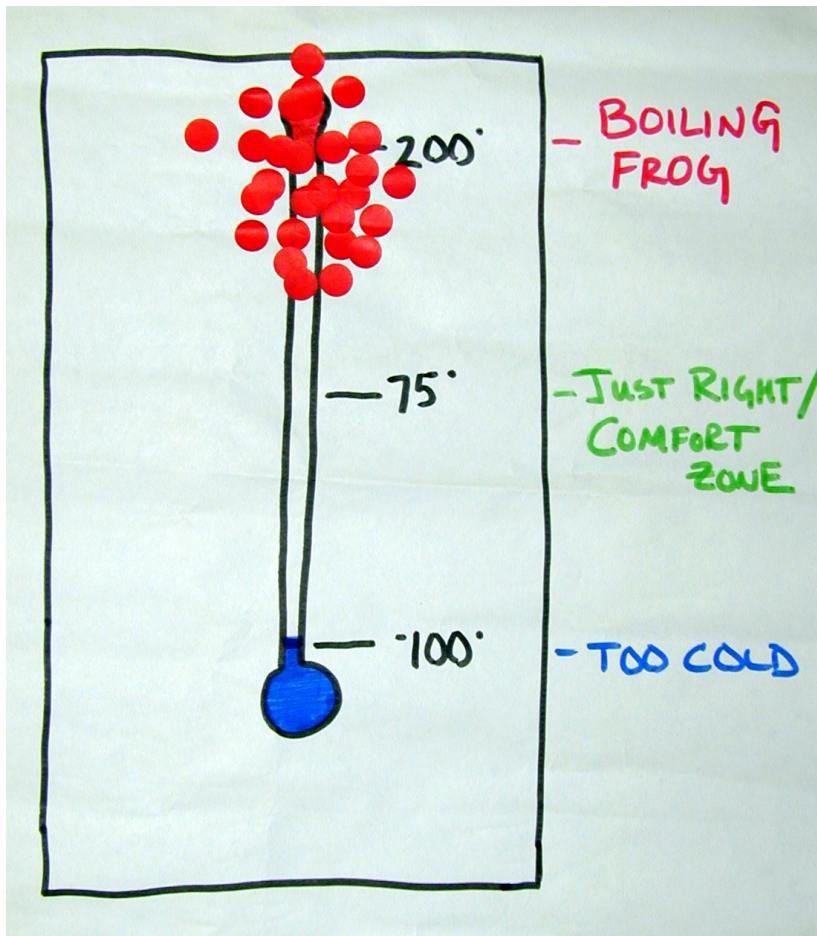
**Civilian Personnel focus days (30
AUG)**  ***Identify actions to address***

Temperature before discussion



Relatively even
distribution
between
“comfort zone”
and perception
there are factors
we aren’t
adequately
addressing

Temperature after discussion



*Strong sense
there are factors
we are not
adequately
addressing*

What did we learn?

- ◆ **Stakeholders have confidence in NAVSUP and want us engaged**
- ◆ **The growing complexity of logistics integration requires us to:**
 - ◆ *Get even closer to our customers/suppliers*
 - ◆ *Be world class communicators*
 - ◆ *Leverage technology/best business practices*

There is an emerging need for Navy logistics representation in the joint



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Two baselines

Existing Plan

1. Responsive, customer-focused support
2. Best value products and services
3. Streamlined processes which reduce cost and cycle time for delivering products and services.
4. Our people deliver and sustain world class performance

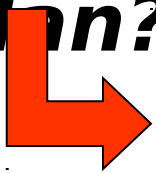
CNO priority list

1. Current readiness
2. Long term readiness
3. Manpower
4. Quality of Service
5. Alignment

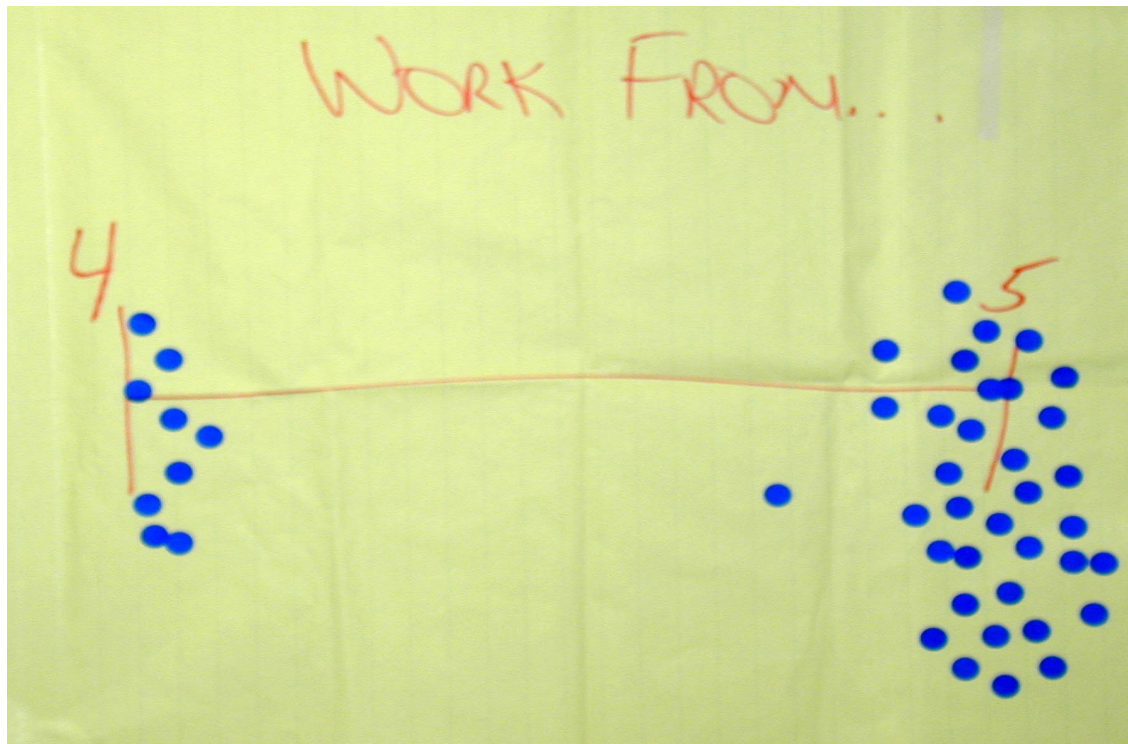
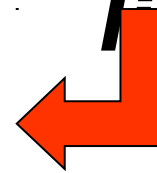
Either answer is acceptable!

From what baseline should we plan?

**The
current
plan?**



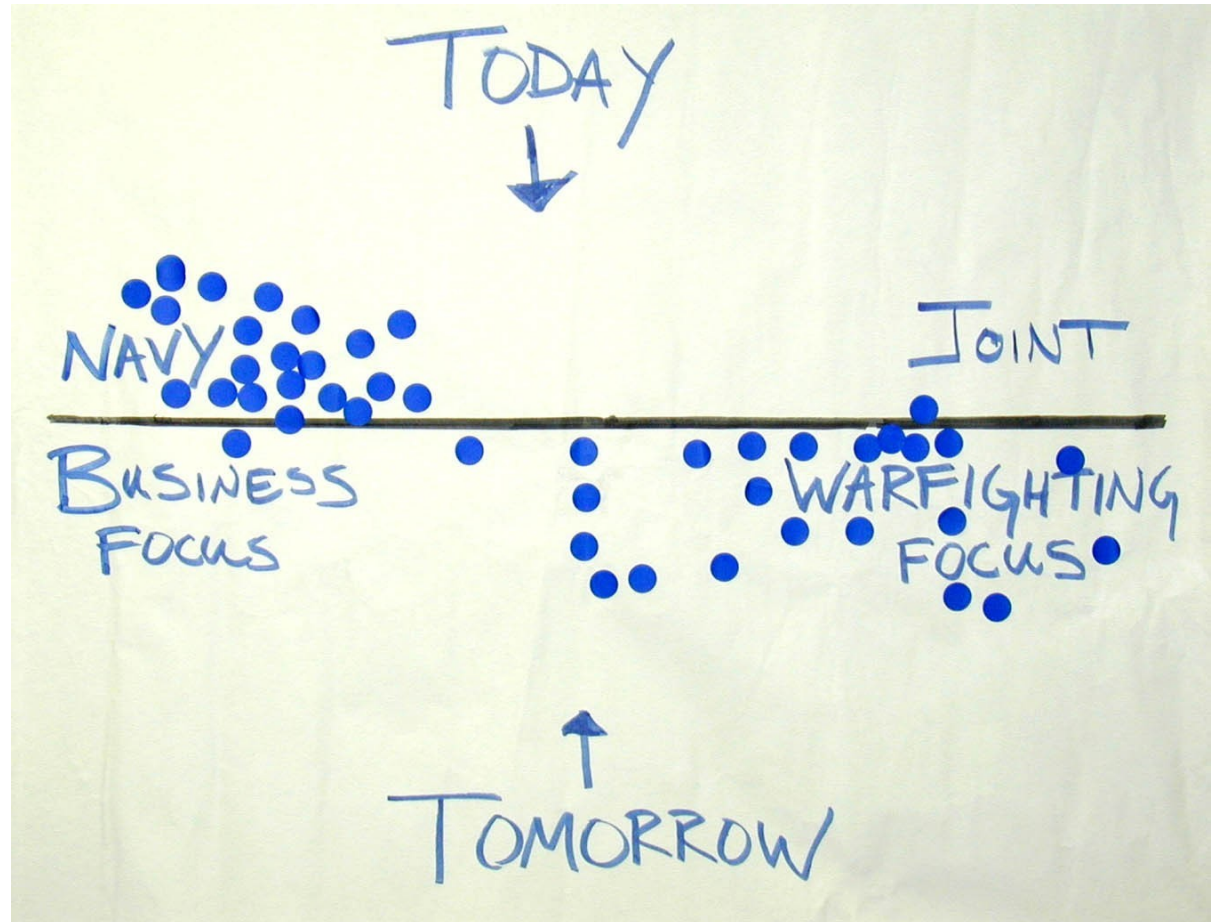
**The
priorities
list?**



About jointness

***Where is
our focus
today?***

***Where
should our
focus be
tomorrow?***



Building the plan...

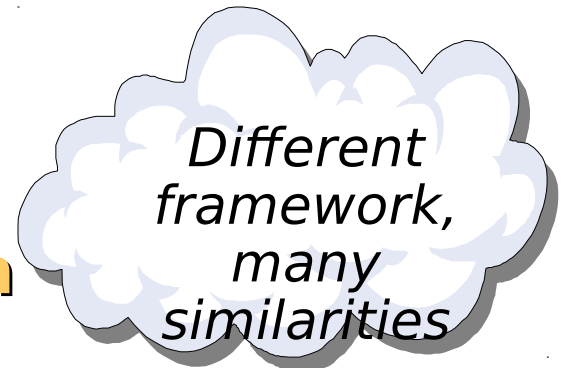


Strategic Plan

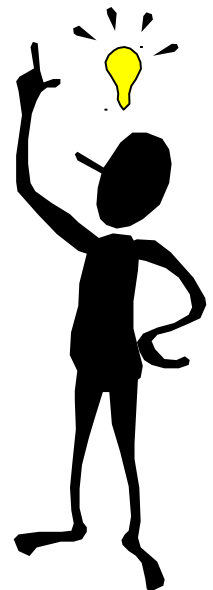
Vision

Mission

Purpose



Goals
Strategies
Objectives





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The purpose



**Delivering combat
capability through
logistics**



The goals

- ◆ Deliver products and services that provide Combat Capability while ensuring best value solutions
- ◆ Develop our People into a skilled and flexible logistics team that is involved, motivated and focused on enterprise success
- ◆ Demand and achieve the highest standards of Quality of Service



The goals

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- ◆ Become a leader in Joint Logistics
- ◆ Be the pre-eminent military logistics enterprise by leveraging Technology, best Business Practices and world class Communications

The framework

*Must be viewed
in its entirety*



Purpose

Mission

Vision

Goals

Strategies

Objectives

**Broad guidance
to aid in
decision making**



**Specific tasks to
ensure forward
progress**

Why a Single Enterprise?

- ◆ **Customer view (external) requires it**
 - ◆ ***Viewed as series of individual commands***
- ◆ **Internal view requires it**
 - ◆ ***Gulf between HQ and field activities (Us vs. Them)***
- ◆ **Revised Strategic Plan requires it**
- ◆ **Business environment requires it**
 - ◆ ***Competitive environment***
 - ◆ ***Need for our expertise***

◆ **Four primary elements:**

◆ ***Corporate logo (the visible message)***

◆ ***Unique Value Proposition (the accompanying message)***

◆ ***Style guide (how it's used)***

◆ ***Communications plan (how we communicate it to our customers)***

Branding: a visible step forward



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Unique Value Proposition

*Ready.
Resourceful.
Responsive!*

The logo today ...



The logo tomorrow

...



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NAVSUP ACTIVITY NAME HERE



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***Why am I
telling you
this?***



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Ready. Resourceful. Responsive!